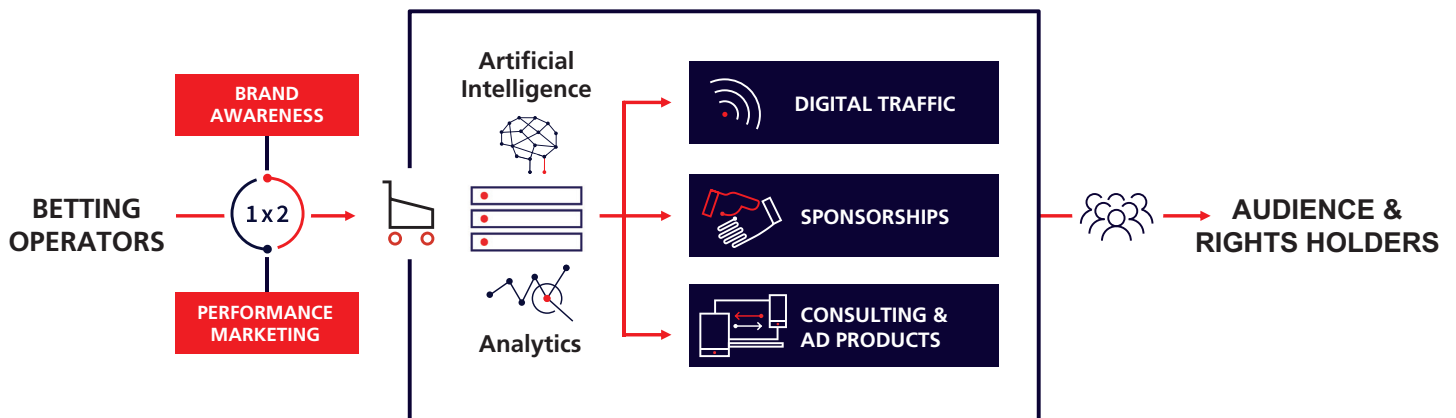


Sportradar ad:s

DATA DRIVEN MARKETING SERVICES, DESIGNED FOR BETTING OPERATORS

Sportradar ad:s is a holistic marketing solution that capitalises on our deep understanding of bookmakers' needs, providing one-of-a-kind marketing services for bookmakers. With product diversification intensifying and becoming more regionally focused, efficient customer acquisition and retention is crucial for running a sportsbook - that's where Sportradar ad:s comes into the game. As the world's leading betting services provider, we have built a business founded on fast, reliable and measurable data. That analytical expertise is applied to your marketing and sponsorships, streamlining your business with targeted spend on verifiable prospects that will produce concrete results. Our expertise allows us to provide a 360-degree marketing solution that addresses all needs of your sportsbook.

Examples of services



Product highlights:

- Betting-specific targeting opportunities to increase marketing conversion rates
- Maximise profit margins thanks to unique campaign optimisations
- Sportradar ad:s connects you with a network of over 300 federations, leagues, clubs, teams and other rights holders to create the best possible, customised, sponsorship opportunities
- Our performance marketing-oriented products help you increase your conversion rates and therefore drive more punter to your website
- Regional experts across the globe to support and accelerate internationalisation strategies
- Specialised demand-side platform with its own betting data management platform for the most efficient programmatic advertising in the industry

PRODUCT FEATURES

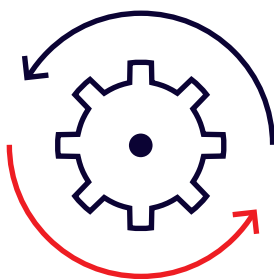
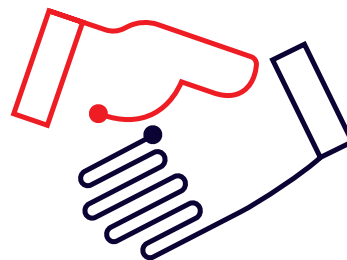
Want to succeed in digital advertising?

We take your online advertising game to the next level by connecting you to the most relevant sports publishers globally – and provide a highly betting-relevant environment to advertise your sportsbook offers. In total we can guarantee access to several billion ad impressions per month.



Looking for the right sponsorship opportunities?

Differentiation is key for bookmakers and it is increasingly important to engage with your target group through customised sponsorship opportunities. Through tailored rights packages we will help you engage with sport fans globally, to build brand awareness, interest, engagement and ultimately sales.

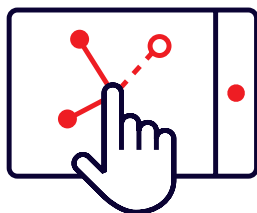
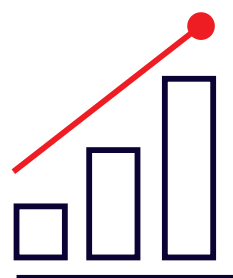


How can you benefit from programmatic advertising?

Launched in 2019, programmatic advertising enables the purchase of specific digital advertising space in real time. Our campaign optimization algorithm gathers and analyses campaign data, whilst allowing advertisers to draw upon proprietary betting-relevant audience data to generate insights and adjust ads accordingly.

Want to get the most out of your search engine marketing?

As search engine experts, we can support you in improving your search engine ranking, but help you to get the most out of your campaign budget as well. If you want to gain new customers from paid search, one of the most promising acquisition channels, we can help you with our SEA optimisation expertise.



Does your platform or app need adjustment?

As a service provider for more than 600 bookmakers we are industry experts and can consult with you on any design and / or user experience-related topics across a multitude of platforms. We can help you increase your revenues by optimizing your customer touchpoints throughout the entire customer lifecycle.

To find out more about our Sportradar ads, contact us at:

sales@sportradar.com

CONTACT

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